

Concept to Reality: A Destination Site for Everyone

BONNYMEAD PLAY AREA

Client: Amesbury Town Council

Address: Recreation Ground,
Amesbury, SP4 7BB

Budget: £510,000

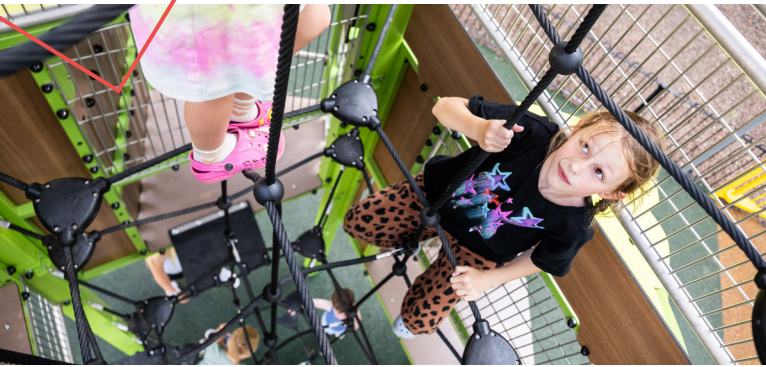
Age Range: Toddlers, Juniors,
Teenagers

Ranges: Kanopé, ACTI'Ninja

Surfacing: Wetpour, Grassmat

Amesbury Town Council set out with an ambitious vision for Bonnymead Play Park: to transform the site into a landmark recreation destination for the wider community. With a £500,000 investment and an open design brief, the Council wanted more than a conventional playground. The aim was to create a high-quality public space that would attract visitors, encourage longer stays and provide inclusive, engaging and challenging play for children of all ages and abilities.





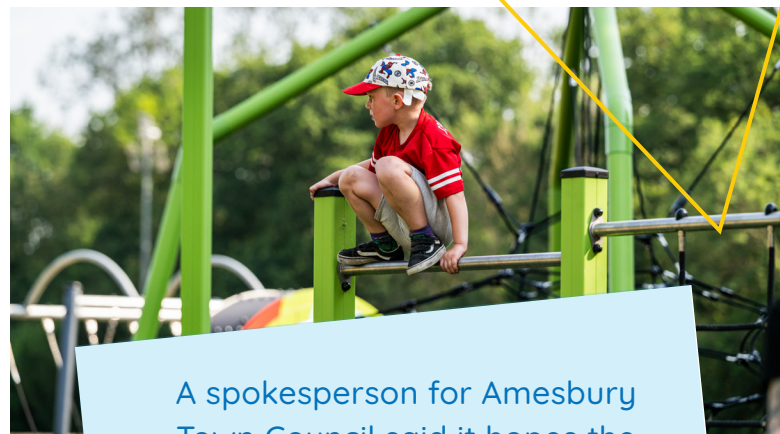
Younger children benefit from dedicated toddler and junior areas designed to develop balance, coordination, confidence and fine motor skills. A generous swing zone includes traditional, cradle and inclusive seats, while accessible features such as a wheelchair-accessible roundabout and see-saw support shared play.

Beneath the copper beech canopy, the sensory zone creates a sheltered, calming setting. Tactile panels, animal sculptures, bark loosefill, quiet seating and clear visual wayfinding support children with a wide range of physical, sensory and neurodiverse needs. A locally themed storybook (J3439) and poems also connect the wider play experience with Amesbury's heritage.



The open brief gave Proludic the freedom to develop a truly bespoke design, shaped by the site's character and its mature copper beech tree. A colourful nature-inspired theme runs throughout the scheme, helping children connect with the surrounding landscape through physical, sensory, imaginative and social play.

At the centre of the park is an 8-metre-high, 17.6-metre-long Kanopé multiplay tower. Designed as a "beacon of play", the structure creates a strong visual landmark and offers elevated climbing, a crawl tunnel and four slides, including a corkscrew slide. Around it, the playground is organised into distinct but connected zones: Toddler, Junior, Teen, Ninja, Swing and Sensory.



A spokesperson for Amesbury Town Council said it hopes the new play park will become a key attraction for local families and visitors alike, providing a safe, inclusive and exciting place for children to play for many years to come.



The 54-metre ACTI’Ninja trail provides a demanding challenge for junior aged children and teenagers, with climbing walls, monkey bars, fire pole and a solar timing panel encouraging activity, competition and repeat play. Informal social equipment, including a pod swing, Hip-Hop (J2410), Double Perch (J986) and Rollrunner (J3510), gives teenagers space to meet, relax and remain active.

The final scheme was informed by consultation, ensuring local priorities were reflected in the design and strengthening community ownership of the transformed space from the outset.

Throughout the construction phase, Proludic maintained a proactive approach to site safety and security, responding swiftly and effectively to two instances of unauthorised access. Damaged areas were promptly reinstated, site boundaries were strengthened, materials were secured, and we worked closely with the local school to raise awareness of construction site safety. These measures ensured the site remained safe and secure while minimising disruption to the programme.



The completed park now sits alongside Bonnymead Recreation Ground’s skate park, multi-use games area and riverside walks. Officially opened in July 2026, it provides Amesbury with a distinctive, inclusive destination designed to support active lifestyles, community pride and memorable play for generations.



See our full project overview video below.

